



Local Retail ROP Advertising Dollar Volume Contract Rates

Dollar Volume Agreement	ROP		PREPRINTS	EMPLOYMENT CLASSIFIED			
	ROP Daily	ROP Sunday / Preview	Earned Level*	Daily per inch	Daily per line	Sunday per inch	Sunday per line
\$150,000-\$199,999	\$45.91	\$51.93	5	\$37.09	\$2.65	\$40.89	\$2.92
\$125,000-\$149,999	\$46.50	\$52.70	4	\$37.47	\$2.68	\$41.46	\$2.96
\$100,000-\$124,999	\$47.10	\$53.30	4	\$38.04	\$2.72	\$42.04	\$3.00
\$75,000-\$99,999	\$47.69	\$54.01	4	\$38.67	\$2.76	\$42.80	\$3.06
\$60,000-\$74,999	\$47.99	\$54.37	4	\$38.79	\$2.77	\$43.18	\$3.08
\$50,000-\$59,999	\$48.23	\$54.61	4	\$39.00	\$2.79	\$43.54	\$3.11
\$40,000-\$49,999	\$48.53	\$54.97	3	\$39.56	\$2.83	\$43.75	\$3.13
\$30,000-\$39,999	\$48.89	\$55.38	3	\$39.94	\$2.85	\$44.13	\$3.15
\$25,000-\$29,999	\$49.01	\$55.50	3	\$40.13	\$2.87	\$44.32	\$3.17
\$20,000-\$24,999	\$49.24	\$55.74	3	\$40.32	\$2.88	\$44.51	\$3.18
\$15,000-\$19,999	\$49.48	\$56.04	3	\$40.53	\$2.89	\$44.89	\$3.21
\$10,000-\$14,999	\$49.66	\$56.22	3	\$40.89	\$2.92	\$45.47	\$3.25
\$7,500-\$9,999	\$49.90	\$56.52	2	\$41.46	\$2.96	\$45.83	\$3.27
\$5,000-\$7,499	\$50.38	\$57.05	2	\$42.24	\$3.02	\$46.79	\$3.34
\$2,500-\$4,999	\$57.23	\$64.89	1	\$46.42	\$3.32	\$51.36	\$3.67
OPEN	\$71.06	\$78.22	1	\$108.83	\$7.77	\$121.41	\$8.67

*Refer to the Preprint Rates ratecard to determine earned preprint level pricing.

HOLIDAY RATES: Thanksgiving Day and Christmas Day are charged at the Sunday rate.

Contract Regulations

Dollar Volume contracts are available on the basis of signed contracts with customers who have established credit terms with the newspaper. To receive contract rates, contracts must be signed in advance of publication, by an officer or principal of the company.

Advertising in excess of the contract terms earns lower rates once the next contract level is achieved. The lower rates are not retroactive and begin with the first run date after the requirements for the next higher contract level are achieved. The earned lower rates will continue through the end of the contract term.

In the event Advertiser does not qualify for the net spending level contract signed, Advertiser will be billed for the revenue shortage, of the level signed, at the end of the contract term.

Early termination will result in a 1%-5% non-refundable fee. Fee is based on signed contract level (see your account executive for the applicable percentage). In addition to the early termination fee, customer will be charged a prorated fee based on the following calculation; Example is based on a \$10,000 DVC cancelled at 10 months: \$10,000 DVC, 10 months' advertising, \$8,000 actual spending. Prorated amount = \$8,333. Determined by 10,000 / 12 x 10 months = 8,333. Prorated amount of \$8,333 minus actual spending of \$8,000 = \$333 shortrate + \$390 early termination penalty = \$723 due. Downgrading a contract will result in the 1%-5% non-refundable fee only.

Preferred Placement

Many of our customers request for their ad to run in a certain section or specific page in the paper. The following Preferred Placement fees apply.

Size	Specific Section	Specific Page
1 inch to 31.5 inches	\$85	\$205
31.75 inches to 63 inches	\$170	\$410
63.25 inches to 94.5 inches	\$255	\$615
94.75 inches to 126 inches	\$340	\$820

Preference will be given to the largest size ad when conflicting requests occur for the same position. Should your ad not appear in the requested section or specific page due to press limitations, we will gladly reverse the positioning fee on your next bill. Special placement is not sold on the daily amusement pages.

Color

Research shows that ads with spot color move an average of 43% more merchandise than the same ads in black and white. Ask your sales representative to show you how color can add impact, enhance creativity and improve the results of your marketing message.

	Daily	Sunday
Black plus one color	\$625	\$660
Black plus two colors	\$900	\$950
Black plus three colors	\$1225	\$1300

Repeat ad discounts also apply to color charges.

Repeat Ad Discounts

Frequency is important to your advertising campaign because new consumer wants and needs arise every day. Frequent, consistent advertising extends reach and builds awareness, reaching prospects regardless of their reading habits and keeping your product or service top-of-mind.

In the world of advertising, frequency brings results. Repeat your advertising message during the week by taking advantage of graduated discounts on repeat ads.

FIRST ADFULL PRICE	
2nd run, same ad20% off	5th run, same ad.....70% off
3rd run, same ad.....40% off	6th run, same ad.....80% off
4th run, same ad.....60% off	7th run, same ad.....90% off

No layout changes allowed. The ads may start on any day, but the highest rate ad will be counted as the full rate ad (i.e., run Wednesday, Saturday and Sunday; Sunday will count as the full rate ad, the other two at a discount). Repeat discounts do not apply to theatre advertising. All ads must run within the six-day period following the first insertion to qualify for these discounts.

For more information, please contact your Account Executive or our Advertising Department. Phone: (843) 937-5468 Fax: (843) 937-5463